



2011 Impaired Driving Thought Starters

- ★ Dramatize a press conference by roping off an area at a local park, town hall or state capitol and use American flags or state flags to represent how many people were killed due to drunk driving around July 4th last year.
- ★ Join with local fireworks stores and stands to distribute “Buzzed Driving is Drunk Driving” or “Drunk Driving. Over the Limit. Under Arrest” flyers with every purchase.
- ★ Work with area leadership to include messaging in July 4th holiday speeches at events, parades, with the media, etc.
- ★ Include impaired driving messaging in all government, interagency and external communications (newsletters, e-mail distributions, websites, etc.) and encourage all organizations to share the “Buzzed Driving is Drunk Driving” or “Drunk Driving. Over the Limit. Under Arrest” messages with their target audiences and lists.
- ★ To generate awareness, attend community events and have a “pledge table” set up where people can pledge to be responsible over the holiday weekend. Those who sign could receive a promotional item with the “Buzzed Driving is Drunk Driving” or “Drunk Driving. Over the Limit. Under Arrest” messaging on it.
- ★ Work with community members to help them tell their stories about impaired driving through op-eds, letters-to-the-editor and interviews to give a personal story to go with the “Buzzed Driving is Drunk Driving” or “Drunk Driving. Over the Limit. Under Arrest” messages.

buzzed
driving is
drunk
driving


DRUNK DRIVING
OVER THE LIMIT.
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